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EXAMINER

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3622

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Please find below and/or attached an Office communication concerning this application or proceeding.



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**BEFORE THE BOARD OF PATENT APPEALS  
AND INTERFERENCES**

Paper No. 15

Application Number: 09/385,489  
Filing Date: August 30, 1999  
Appellant(s): SULLIVAN ET AL.

**MAILED**

JAN 24 2003

\_\_\_\_\_  
Adam H. Masia  
For Appellant

**GROUP 3600**

**EXAMINER'S ANSWER**

This is in response to the appeal brief filed 12/09/02.

**(1) *Real Party in Interest***

A statement identifying the real party in interest is contained in the brief.

**(2) *Related Appeals and Interferences***

A statement identifying the related appeals and interferences which will directly affect or be directly affected by or have a bearing on the decision in the pending appeal is contained in the brief.

**(3) *Status of Claims***

The statement of the status of the claims contained in the brief is correct.

**(4) *Status of Amendments After Final***

The Appellant's statement of the status of amendments after final rejection contained in the brief is correct.

**(5) *Summary of Invention***

The summary of invention contained in the brief is correct.

**(6) *Issues***

The Appellant's statement of the issues in the brief is correct.

**(7) *Grouping of Claims***

The Appellant's brief includes a statement that claims 1 and 23, 30, 33, 37, 47, 88 and 89, 68, 74, 77, 84, 90 do not stand or fall together and provides reasons as set forth in 37 CFR 1.192(c)(7) and (c)(8).

**(8) Claims Appealed**

The copy of the appealed claims contained in the Appendix to the brief is correct.

**(9) Prior Art of Record**

Jones (U.S. 5,832,458)

**(10) Grounds of Rejection**

Claims 1-94 have been examined.

As per claim 1, Jones teaches:

A method for an independent system operator to administer a trade promotion for a product involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

capturing terms of the trade promotion *at least including promoted product identification and payment term information for said trade promotion* (see column 4, lines 40-67; column 11, lines 20-67) ;

storing the captured terms of the trade promotion in an independent system operator database (see column 4, lines 40-67; column 11, lines 20-67 – column 12, lines 1-40);

collecting *from the retailer* product POS data from, at least one in-store POS system of the retailer (see column 12, lines 11-40);

filtering the product POS data *using the promoted product identification stored in the independent system operator database* to obtain promoted product POS data (see column 12, lines 10-40);

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processing the promoted product POS data in accordance with the stored *payment term information* of the trade promotion in the independent system operator database to determine an amount of money the manufacturer owes to the retailer for the trade promotion (see column 4, lines 41-67; column 12, lines 10-40); and

facilitating the manufacturer's payment of the amount of money owed to the retailer for the trade promotion (see column 4, lines 60-67; column 12, lines 10-40).

Jones does not expressly mention "promoted product identification and payment term information". However, lines 30-40 of column 12 teach that by crafting the promotion contract around performance goals evidenced by incremental sales volume increases, and having recourse to a valid third party audit of the performance achieved, both retailer and manufacturer have a clear and current factual record to use in resolving payment disputes. An audit, according to Jones, materially reduces the current cost for both retailers and manufacturers to track, collate, and transmit data on performance. As a result, a prompt and accurate settlement between the parties materially reduces the cost of resolving the disputes fostered by the current process. Therefore, it would be inherent that in order to track the performance that would help manufacturers determine how much money they owed to the retailers, they would have to know the products that are in promotion and the payment terms because these items are essential to make such determination.

As per claim 2, Jones teaches:

The method of Claim 1, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the terms of the

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trade promotion stored in the, independent system operator database to independently verify the terms of the trade promotion (see column 11, lines 20-67 – column 12, lines 1-40).

As per claim 3, Jones teaches:

The method of Claim 1, which further includes the steps of the independent system operator: enabling the retailer to change the terms of the trade promotion prior to the start of the trade promotion, capturing the changed terms of the trade promotion and storing the captured changed terms of the trade promotion in the independent system operator database (see column 11, lines 20-67 – column 12, lines 1-40).

As per claim 4, Jones teaches:

The method of Claim 3, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the stored terms of the trade promotion stored in the independent, system operator database to independently verify the terms of the trade promotion and to determine if the retailer changed the terms of the trade promotion (see column 11, lines 20-67 – column 12, lines 1-40).

As per claim 5, Jones teaches:

The method of Claim 1, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the number of promoted products sold during the trade promotion (see column 12, lines 10-40).

As per claim 6, Jones teaches:

The method of Claim 5, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the amount of money the manufacturer owes to the retailer for the trade promotion (see column 12, lines 10-40).

As per claim 7, Jones teaches;

The method of Claim 6, wherein the retailer and manufacturer use an internet to access the stored terms of the trade promotion in the independent system operator database, the number of promoted products sold during the trade promotion and the amount of money the manufacturer owes to the retailer for the trade promotion (see column 6, lines 53-67).

As per claim 8, Jones teaches:

The method of Claim 1, wherein the step of storing the captured terms of the trade promotion includes storing the terms of the trade promotion in at least one predefined table in the independent system operator database (see column 10, lines 58-63).

As per claim 9, Jones teaches;

The method of Claim 8, wherein the step of storing the captured terms of the trade promotion includes creating a UPC lists for the promoted products (see column 5, lines 52-64).

As per claim 10, Jones teaches:

The method of Claim 9, wherein the step of storing the captured terms of the trade promotion includes generating a complete UPC code list of all of the UPC codes offered by the manufacturer (see column 10, lines 19-30).

As per claim 11, Jones teaches:

The method of Claim 10, wherein the step of storing the captured terms of the trade promotion includes selecting additional products being promoted from the complete UPC code list (see columns 11 and 12).

As per claim 12, Jones teaches:

The method of Claim 1, wherein the retailer has a plurality of stores with in-store POS systems and the step of collecting the product POS data includes collecting product POS data from the plurality of stores and consolidating all of the collected product POS data (see column 6, lines 11-67).

As per claim 13, Jones teaches:

The method of Claim 12, wherein the step of filtering the product POS data includes the step of generating a table of UPC codes for products active in the trade promotion (see column 8, lines 43-67).

As per claim 14, Jones teaches:

The method of Claim 12, wherein the step of filtering the product POS data includes the step of comparing the product POS data to the table of UPC codes to obtain the promoted product POS data (see column 6, lines 27-52).

As per claim 15, Jones teaches:



The method of Claim 1, which further includes the step of the independent system operator verifying that the promoted product POS data is within acceptable tolerances (see column 5, lines 51-64).

As per claim 16, Jones teaches:

The method of Claim 15, which includes the step of the independent system operator comparing the promoted product POS data for a period after the beginning of the trade promotion with product POS data for the same product for a period prior to the beginning of the trade promotion (see column 12, lines 10-40).

As per claim 17, Jones teaches:

The method of Claim 1, wherein processing the promoted product POS data in accordance with the stored terms of, the trade promotion in the independent system operator database includes creating at least one, settlement table in the independent system operator database which includes the number of promoted products sold by the retailer during the trade promotion, discounts given to consumers on the promoted products during the trade promotion, and the amount of money the manufacturer owes to the retailer for the trade promotion (see column 12, lines 10-40).

As per claim 18, Jones does not expressly teach the method of claim 1, wherein the step of facilitating the manufacturer's payment to the retailer includes paying the retailer using an electronic fund transfer. However, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that using an electronic fund transfer would be an obvious feature to add if Jones is to facilitate the payment to retailers.

As per claim 19, Jones teaches:

The method of Claim 1, wherein the step of facilitating the manufacturer's payment to the retailer includes the independent system operator: sending an invoice to the manufacturer for payment, collecting the money the manufacturer owes to the retailer and paying the retailer the amount of money owed to the retailer (see column 12, lines 10-40).

As per claim 20, Jones teaches:

The method of Claim 1, wherein the step of facilitating the manufacturer's payment to the retailer includes the independent system operator sending notices to the retailer and the manufacturer of the amount of money owed by the manufacturer to the retailer, the retailer deducting the amount of money from a manufacturer invoice and identifying the manufacturer invoice number and the deduction to the manufacturer (see column 12, lines 10-40).

As per claim 21, Jones teaches:

The method of Claim 1, which further includes the step of the independent system operator consolidating all of the promoted product POS data for a plurality of trade promotions of products from the manufacturer (see columns 11 and 12).

As per claim 22, Jones teaches:

The method of Claim 21, which further includes the step of the independent system operator processing the consolidated promoted product POS data for a plurality of retailers for the manufacturer (see column 6, lines 27-52).

As per claim 23, Jones teaches:

A system for enabling an independent system operator to administer a trade promotion for a promoted product involving a manufacturer and a retailer having at least one store with an in-store POS system, said system comprising:

means for the independent system operator to capture the terms of the trade promotion for *the* promoted product *at least including promoted product identification and payment term information for said trade promotion* (see column 4, lines 40-67 – column 11, lines 20-67);

means for the independent system operator to collect *from the retailer* product POS data from at least one in-store POS system of the retailer (see column 12, lines 11-40);

means for the independent system operator to filter the product POS data *using the promoted product identification* to obtain promoted product POS data for the promoted product (see column 12, lines 10-40);

means for the independent system operator to determine the amount of money the manufacturer owes to the retailer based on the promoted product POS data and the captured *payment term information* of the trade promotion (see column 4, lines 41-67; column 12, lines 10-40); and

means for the independent system operator to pay the retailer the amount of money determined by the independent system operator to be owed to the retailer by the manufacturer for the trade promotion (see column 12, lines 10-40).

Jones does not expressly mention, “promoted product identification and payment term information”. However, lines 30-40 of column 12 teach that by crafting the

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promotion contract around performance goals evidenced by incremental sales volume increases, and having recourse to a valid third party audit of the performance achieved, both retailer and manufacturer have a clear and current factual record to use in resolving payment disputes. An audit, according to Jones, materially reduces the current cost for both retailers and manufacturers to track, collate, and transmit data on performance. As a result, a prompt and accurate settlement between the parties materially reduces the cost of resolving the disputes fostered by the current process. Therefore, it would be inherent that in order to track the performance that would help manufacturers determine how much money they owed to the retailers, they would have to know the products that are in promotion and the payment terms because these items are essential to make such determination.

As per claim 24, Jones teaches:

The system of claim 23, wherein the retailer has a plurality of stores with in-store POS systems and the collection means collects product POS data from the plurality of retailer stores and consolidates the product POS data into a consolidated file for transfer to the filtering means (see column 12, lines 10-40).

As per claim 25, Jones teaches:

The system of Claim 24, wherein the filtering means includes means for the independent system operator to compare the product POS data to a list of UPC for the trade promotion to obtain the promoted product POS data (see column 8, lines 40-67).

As per claim 26, Jones teaches:

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The system of Claim 24, wherein the filtering means includes means for comparing the product POS data to a list of UPC's for the promotion to obtain the promoted product POS data (see column 12, lines 10-40).

As per claim 27, Jones teaches:

The system of Claim 23, which further includes means for the independent system operator to report the promoted product POS data to the retailer and the manufacturer (see column 12, lines 10-40).

As per claim 28, Jones teaches:

The system of Claim 27, wherein the reporting means reports the promoted product POS data via the Internet (see column 6, lines 52-67).

As per claim 29, Jones teaches:

The system of Claim 23, wherein the determining means consolidates the promoted product POS data for a plurality of products for the manufacturer (see column 12, lines 10-40).

As per claim 30, Jones teaches:

A method for an independent system operator to administer a plurality of trade promotions for products involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

storing the terms of the trade promotions *at least including promoted product identification and payment term information for said trade promotion* in an independent system operator database (see column 4, lines 40-67 – column 11, lines 20-67);

providing the retailer and manufacturer access to the independent system operator database to independently verify the terms of the trade promotions (see column 12, lines 10-40);

collecting *from the retailer* the product POS data during the trade promotions from at least one in store POS system of the retailer (see column 12, lines 11-40);

filtering the product POS database *on the stored promoted product identification* to obtain promoted product POS data (see column 12, lines 11-40);

storing the promoted product POS data in the independent system operator database (see column 12, lines 10-40);

determining an amount of money the manufacturer owes to the retailer based on the promoted product POS data and the *payment term information* of the trade promotion stored in the independent system operator database (see column 4, lines 60-67; column 12, lines 10-40);

storing the amount of money the manufacturer owes the retailer in the independent system operator database (see column 10, lines 10-40);

providing the retailer and manufacturer access to the independent system operator database during the *conduct of the trade* promotion to determine the amount of money the manufacturer owes the retailer for the trade promotion (see column 10, lines 10-40); and

facilitating payment to the retailer of the amount of money determined to be owed to the retailer by the manufacturer (see column 4, lines 60-67; column 12, lines 10-40).

Jones does not expressly mention, “promoted product identification and payment term information”. However, lines 30-40 of column 12 teach that by crafting the promotion contract around performance goals evidenced by incremental sales volume increases, and having recourse to a valid third party audit of the performance achieved, both retailer and manufacturer have a clear and current factual record to use in resolving payment disputes. An audit, according to Jones, materially reduces the current cost for both retailers and manufacturers to track, collate, and transmit data on performance. As a result, a prompt and accurate settlement between the parties materially reduces the cost of resolving the disputes fostered by the current process. Therefore, it would be inherent that in order to track the performance that would help manufacturers determine how much money they owed to the retailers, they would have to know the products that are in promotion and the payment terms because these items are essential to make such determination.

As per claim 31, Jones teaches:

The method of Claim 30, which further includes the step of the independent system operator consolidating all of the promoted product POS data for a plurality of trade promotions of products from the manufacturer (see columns 11-12).

As per claim 32, Jones teaches:

The method of Claim 31, which further includes the step of the independent system operator processing the consolidated promoted product POS data for a plurality of retailers for the manufacturer (see column 6, lines 27-52).

As per claim 33, Jones teaches:

A method for enabling a retailer and a manufacturer involved in a plurality of trade promotions for a plurality of products to independently verify the terms of the trade promotions, said method comprising the steps of:

capturing the terms of the trade promotions *at least including promoted product identification and payment term information* in an independent system which operates independently from the retailer and the manufacturer (see column 4, lines 40-67; column 11, lines 20-67);

storing the captured terms of the trade promotions in an electronic database of the independent system (see column 4, lines 40-67; column 11, lines 20-67 – column 12, lines 1-40); and

enabling the retailer and the manufacturer to access the electronic database of the independent system to determine the stored terms of the trade promotions (see column 12, lines 10-40).

Jones does not expressly mention, “promoted product identification and payment term information”. However, lines 30-40 of column 12 teach that by crafting the promotion contract around performance goals evidenced by incremental sales volume increases, and having recourse to a valid third party audit of the performance achieved, both retailer and manufacturer have a clear and current factual record to use in resolving payment disputes. An audit, according to Jones, materially reduces the current cost for both retailers and manufacturers to track, collate, and transmit data on performance. As a result, a prompt and accurate settlement between the parties materially reduces the cost of resolving the disputes fostered by the current process.



Therefore, it would be inherent that in order to track the performance that would help manufacturers determine how much money they owed to the retailers, they would have to know the products that are in promotion and the payment terms because these items are essential to make such determination.

As per claim 34, Jones teaches:

The method of Claim 33, wherein the step of enabling the retailer and manufacturer to access the electronic database of the independent system to determine the terms of the trade promotions includes enabling the retailer and manufacturer to access the electronic database of the independent system through the internet (see column 6, lines 53-67).

As per claim 35, Jones teaches:

The method of Claim 34, which further includes the step of enabling the retailer to change the terms of the trade promotions stored in the electronic database of the independent system prior to the start of the trade promotions, capturing the changed terms of the trade promotions and storing the changed terms of the trade promotions in the electronic database of the independent system (see columns 11-12).

As per claim 36, Jones teaches:

The method of Claim 35, which further includes the step of enabling the retailer and the manufacturer to access the terms of the trade promotions stored in the electronic database of the independent system to independently verify the terms of the trade promotions and to determine if the retailer changed any of the terms of any of the trade promotions (see columns 11-12).

As per claim 37, Jones teaches:

A system for administering a trade promotion for a promoted product between a retailer and a manufacturer, said system comprising:

an independent system having a processor and an electronic database accessible by the processor which are adapted to capture and store the terms of the trade promotion for the promoted product *at least including promoted product identification and payment term information for said trade promotion (see column 4, lines 40-67; column 11, lines 20-67);*

to collect *from the retailer* promoted product POS data for the promoted product of the trade promotion from the retailer (see column 12, lines 11-40);

to process the collected promoted product POS data in accordance with the stored *payment term information* of the trade promotion in the electronic database to determine an amount of money the manufacturer owes to the retailer for the trade promotion (see column 4, lines 40-67; column 12, lines 10-40); and

to facilitate the manufacturer's payment of the amount of money determined to be owed to the retailer for the trade promotion (see column 4, lines 60-67; column 12, lines 10-40);

a retailer system in communication with the independent system, having a processor adapted to collect promoted product POS data for the promoted product from a plurality of retailer stores, to consolidate the promoted product POS data, and to transfer the promoted product POS data for the trade promotion to the independent system (see column 12, lines 10-40); and

a manufacturer system in communication with the independent system (see column 11, lines 20-67 – column 12, lines 1-40).

Jones does not expressly mention, “promoted product identification and payment term information”. However, lines 30-40 of column 12 teach that by crafting the promotion contract around performance goals evidenced by incremental sales volume increases, and having recourse to a valid third party audit of the performance achieved, both retailer and manufacturer have a clear and current factual record to use in resolving payment disputes. An audit, according to Jones, materially reduces the current cost for both retailers and manufacturers to track, collate, and transmit data on performance. As a result, a prompt and accurate settlement between the parties materially reduces the cost of resolving the disputes fostered by the current process. Therefore, it would be inherent that in order to track the performance that would help manufacturers determine how much money they owed to the retailers, they would have to know the products that are in promotion and the payment terms because these items are essential to make such determination.

As per claim 38, Jones teaches:

The system of Claim 37, wherein the independent system is adapted provide the retailer system and the manufacturer system access to the independent system electronic database to independently verify the stored terms of the trade promotion, to determine the number of promoted products sold during the trade promotion and to determine the amount of money the manufacturer owes to the retailer for the trade promotion (see column 12, lines 1-40).

As per claim 39, Jones teaches:

The system of Claim 38, wherein the independent system provides the manufacturer system and the retailer system access to the independent system through the internet (see column 6, lines 53-67).

As per claim 40, Jones teaches:

The system of Claim 37, wherein the independent system is adapted to generate a table of UPC codes that are active in the trade promotion and to transfer said table of UPC codes to the retailer system (see column 5, lines 51-64 and column 12, lines 1-40).

As per claim 41, Jones teaches:

The system of Claim 40, wherein the retailer system is adapted to collect product POS data for all of the products the retailer sells and to use the table of UPC codes to filter the product POS data to obtain promoted product POS data for the promoted product (see column 12, lines 1-40).

As per claim 42, Jones teaches:

The system of Claim 37, wherein the independent system is adapted to verify that the promoted product POS data for the promoted product is within acceptable tolerances for the promoted product (see column 12, lines 1-40).

As per claim 43, Jones teaches:

The system of Claim 37, wherein the independent system is adapted to consolidate all of the promoted product POS data for a plurality of promoted products for the manufacturer (see columns 11-12).

As per claim 44, Jones teaches:

The system of Claim 43, wherein the independent system is adapted to process the consolidated promoted product POS data for a plurality of retailers for the manufacturer (see column 6, lines 26-67).

As per claim 45, Jones teaches:

The method of Claim 1, wherein the step of collecting product POS data from at least one in-store POS system of the retailer includes receiving product POS data from a retailer network after the retailer network receives the product POS data from the in-store POS system of at least one retailer store (see column 12, lines 1-40).

As per claim 46, Jones teaches:

The method of Claim 1, wherein the retailer has a plurality of retailer stores with in-store POS system, and wherein the step of collecting product POS data from at least one in-store POS system of the retailer includes receiving product POS data from a retailer network after the retailer network receives the product POS data from the in-store POS systems in said plurality of retailer stores (see column 6, lines 27-53).

As per claim 47, Jones teaches:

A method for an independent system operator to administer a trade promotion for a promoted, product involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

capturing terms of the trade promotion for the promoted product *at least including promoted product identification and payment term information for said trade promotion* (see column 4, lines 40-67 – column 11, lines 20-67);

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storing the captured terms of the trade promotion in, an independent system operator database (see column 4, lines 40-67; column 11, lines 20-67 – column 12, lines 1-40);

receiving *from the retailer* promoted product POS data for the promoted product of the trade promotion from at least one in-store POS system of the retailer (see column 12, lines 11-40);

processing the promoted product POS data in accordance with the stored *payment term information* of the trade promotion in the independent system operator database to determine an amount of money the manufacturer owes to the retailer, for the trade promotion (see column 4, lines 20-67; column 11, lines 20-67 – column 12, lines 1-40); and

facilitating the manufacturer's payment of the amount of money owed to the retailer for the trade promotion (see column 12, lines 1-40).

Jones does not expressly mention, "promoted product identification and payment term information". However, lines 30-40 of column 12 teach that by crafting the promotion contract around performance goals evidenced by incremental sales volume increases, and having recourse to a valid third party audit of the performance achieved, both retailer and manufacturer have a clear and current factual record to use in resolving payment disputes. An audit, according to Jones, materially reduces the current cost for both retailers and manufacturers to track, collate, and transmit data on performance. As a result, a prompt and accurate settlement between the parties materially reduces the cost of resolving the disputes fostered by the current process.

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Therefore, it would be inherent that in order to track the performance that would help manufacturers determine how much money they owed to the retailers, they would have to know the products that are in promotion and the payment terms because these items are essential to make such determination.

As per claim 48, Jones teaches:

The method of Claim 47, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion (see columns 11-12).

As per claim 49, Jones teaches:

The method of Claim 47, which further includes the step of the independent system operator: enabling the retailer to change the stored terms of the promotion prior to the start of the trade, promotion, capturing the changed terms of the trade promotion and storing the changed terms of the trade promotion in the independent system operator database (see columns 11 and 12).

As per claim 50, Jones teaches:

The method of Claim 49, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the stored terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion and to determine if the retailer changed the terms of the trade promotion (see columns 11 and 12).

As per claim 51, Jones teaches:

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The method of Claim 47, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the number of the promoted products sold during the trade promotion (see column 12, lines 1-40).

As per claim 52, Jones teaches:

The method of Claim 51, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the amount of money the manufacturer owes to the retailer for the trade promotion (see column 12, lines 1-40).

As per claim 53, Jones teaches:

The method of Claim 52, wherein the retailer and manufacturer use an internet to access the stored terms of the trade promotion in the independent system operator database, the number of promoted products sold during the trade promotion and the amount of money the manufacturer owes to the retailer for the trade promotion (see column 12, lines 1-40 and column 6, lines 53-67).

As per claim 54, Jones teaches:

The method of Claim 47, wherein the step of storing the captured terms of the trade promotion includes storing the terms of the trade promotion in at least one predefined table in the independent system operator database (see column 12, lines 1-40).

As per claim 55, Jones teaches:



The method of Claim 54, wherein the step of storing the captured terms of the trade promotion includes creating a UPC lists for the promoted products (see column 5, lines 50-64).

As per claim 56, Jones teaches:

The method of Claim 55, wherein the step of storing the captured terms of the trade promotion includes generating a complete UPC code list of all of the UPC codes offered by the manufacturer (see column 6, lines 26-52 and column 12, lines 1-40).

As per claim 57, Jones teaches:

The method of Claim 56, wherein the step of storing the captured terms of the trade promotion includes selecting additional products being promoted from the complete UPC code list (see column 6, lines 26-52 and column 12, lines 1-40).

As per claim 58, Jones teaches:

The method of Claim 47, wherein the retailer has a plurality of stores with in-store POS systems and the step of receiving the promoted product POS data includes receiving consolidated promoted product POS data from the plurality of stores (see column 12, lines 1-40).

As per claim 59, Jones teaches:

The method of Claim 58, wherein the step of receiving the promoted product POS data includes receiving consolidated promoted product POS data from a retailer network after the retailer network receives the promoted product POS data from the plurality of stores (see column 12, lines 1-40).

As per claim 60, Jones teaches:

The method of Claim 47, which further includes the step of the independent system operator verifying that the promoted product POS data is within acceptable tolerances (see column 12, lines 1-40).

As per claim 61, Jones teaches:

The method of Claim 60, which includes the step of the independent system operator comparing the promoted product POS data for a period after the beginning of the trade promotion with product POS data for the promoted product for a period prior to the beginning of the trade promotion (see column 12, lines 1-40).

As per claim 62, Jones teaches:

The method of Claim 60, wherein processing the promoted product POS data in accordance with the terms of the trade promotion includes creating at least one settlement table in the independent system operator database which includes the number of promoted products sold by the retailer during the trade promotion, discounts given to consumers on the promoted products during the trade promotion, and the amount of money the manufacturer owes to the retailer for the trade promotion (see column 5, lines 52-64 and column 12, lines 1-40).

As per claim 63, Jones does not expressly teach the method of Claim 47, wherein the step of facilitating the manufacturer's payment to the retailer includes an independent system operator paying the retailer using an electronic funds transfer. However, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that using an electronic fund transfer would be an obvious feature to add if Jones is to facilitate the payment to retailers.

As per claim 64, Jones teaches:

The method of Claim 47, wherein the step of facilitating the manufacturer's payment to the retailer includes the independent system operator: sending an invoice to the manufacturer for payment, collecting the money the manufacturer owes to the retailer and paying the retailer the amount of money owed to the retailer (see column 12, lines 1-40).

As per claim 65, Jones teaches:

The method of Claim 47, wherein the step of facilitating the manufacturer's payment to the retailer includes the independent system operator sending notices to the retailer and the manufacturer of the amount of money owed by the manufacturer to the retailer, the retailer deducting the amount of money from a manufacturer invoice and identifying the manufacturer invoice number and the deduction to the manufacturer (see column 12, lines 1-40).

As per claim 66, Jones teaches:

The method of Claim 47, which further includes the step of the independent system operator consolidating all of the promoted product POS data for a plurality of trade promotions of products from the manufacturer (see columns 11-12).

As per claim 67, Jones teaches:

The method of Claim 66, which further includes the step of the independent system operator processing the consolidated promoted product POS data for a plurality of retailers for the manufacturer (see columns 11-12).

As per claim 68, Jones teaches:

A system for enabling an independent system operator to administer a trade promotion for a promoted product involving a manufacturer and a retailer having at least one store with an in-store POS system, said system comprising:

means for the independent system operator to capture terms of the trade promotion for the promoted product *at least including promoted product identification and payment term information for said trade promotion (see column 4, lines 40-67; column 11, lines 20-67);*

means for the independent system operator to collect *from the retailer* promoted product POS data for the promoted product from at least one in-store POS system of the retailer (see column 12, lines 11-40);

means for the independent system operator to determine the amount of money the manufacturer owes to the retailer based on the promoted product POS data and the *payment term information* of the trade promotion (see column 11, lines 20-67 – column 12, lines 1-40); and

means for the independent system operator to pay the retailer the amount of money determined by the independent system operator to be owed to the retailer by the manufacturer for the trade promotion (see column 12, lines 1-40).

Jones does not expressly mention, “promoted product identification and payment term information”. However, lines 30-40 of column 12 teach that by crafting the promotion contract around performance goals evidenced by incremental sales volume increases, and having recourse to a valid third party audit of the performance achieved, both retailer and manufacturer have a clear and current factual record to use in

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resolving payment disputes. An audit, according to Jones, materially reduces the current cost for both retailers and manufacturers to track, collate, and transmit data on performance. As a result, a prompt and accurate settlement between the parties materially reduces the cost of resolving the disputes fostered by the current process. Therefore, it would be inherent that in order to track the performance that would help manufacturers determine how much money they owed to the retailers, they would have to know the products that are in promotion and the payment terms because these items are essential to make such determination.

As per claim 69, Jones teaches:

The system of Claim 68, wherein the retailer has a plurality of stores with in-store POS systems and a retailer network which collects product POS data from the plurality of in-store POS systems in the plurality of stores and filters the consolidated product POS data to obtain consolidated promoted product POS data, and wherein the collecting means is adapted to receive the consolidated promoted product POS data from the retailer network (see column 12, lines 1-40).

As per claim 70, Jones teaches:

The system of Claim 68, where the determining means includes means for verifying that the promoted product POS data is within acceptable tolerances for the promoted product (see column 12, lines 1-40).

As per claim 71, Jones teaches:

The system of Claim 68, which further includes means for the independent system operator to report the promoted product POS data to the retailer and the manufacturer (see column 12, lines 1-40).

As per claim 72, Jones teaches:

The system of Claim 68, wherein the reporting means reports the promoted product POS data via an internet (see column 6, lines 53-67).

As per claim 73, Jones teaches:

The system of Claim 68, wherein the determining means consolidates the promoted product POS data for a plurality of trade promotions, for the manufacturer and the paying means aggregates payments owed to the retailer by the manufacturer for said plurality of trade promotions (see column 12, lines 1-40).

As per claim 74, Jones teaches:

A method for an independent system operator to administer a plurality of trade promotions for products involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

storing the terms of the trade promotions *at least including promoted product identification and payment term information for said trade promotion* in an independent system operator database (see column 4, lines 40-67; column 11, lines 20-67);

providing the retailer and manufacturer access to the independent system operator database to independently verify the terms of the trade promotions (see column 11, lines 20-67 – column 12, lines 1-40);

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receiving *from the retailer* promoted product POS data during the trade promotions from at least one in-store POS system of the retailer (see column 12, lines 11-40);

storing the promoted product POS data in the independent system operator database (see column 12, lines 10-40) ;

determining an amount of money the manufacturer owes to the retailer based on the promoted product POS data and the *payment term information* of the trade promotion (see column 4, lines 60-67; column 12, lines 10-40);

storing the amount of money the manufacturer owes the retailer in the independent system operator database (see column 12, lines 10-40);

providing the retailer and manufacturer access to the independent system operator database during the *conduct of the trade* promotion to determine the amount of money the manufacturer owes the retailer for the trade promotion (see column 12, lines 10-40); and

facilitating payment to the retailer of the amount of money determined to be owed to the retailer by the manufacturer (see column 12, lines 10-40).

Jones does not expressly mention, "promoted product identification and payment term information". However, lines 30-40 of column 12 teach that by crafting the promotion contract around performance goals evidenced by incremental sales volume increases, and having recourse to a valid third party audit of the performance achieved, both retailer and manufacturer have a clear and current factual record to use in resolving payment disputes. An audit, according to Jones, materially reduces the

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current cost for both retailers and manufacturers to track, collate, and transmit data on performance. As a result, a prompt and accurate settlement between the parties materially reduces the cost of resolving the disputes fostered by the current process. Therefore, it would be inherent that in order to track the performance that would help manufacturers determine how much money they owed to the retailers, they would have to know the products that are in promotion and the payment terms because these items are essential to make such determination.

As per claim 75, Jones teaches:

The method of Claim 74, which further includes the step of the independent system operator consolidating all of the promoted product POS data for a plurality of trade promotions of products from the manufacturer (see columns 11-12).

As per claim 76, Jones teaches:

The method of Claim 75, which further includes the step of the independent system operator processing the consolidated promoted product POS data for a plurality of retailers for the manufacturer (see columns 11-12).

As per claim 77, Jones teaches:

A method for independent system operator to administer a trade promotion for a product involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps the independent system operator:

capturing terms of the trade promotion including an identification of the retailer, an identification of the manufacturer, a trade promotion type, a UPC Code for the promoted product, a payment value for the promoted product, and link codes for



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associated discounts if the trade promotion is an electronic discount trade promotion (see column 5, lines 51-64 and column 12, lines 1-40);

storing said captured terms of the trade promotion in an independent system operator database (see column 4, lines 40-67; column 11, lines 20-67);

receiving *from the retailer* promoted product POS data for said trade promotion from at least one in-store POS system of the retailer (see column 12, lines 11-40);

processing the promoted product POS data in accordance with the *payment value for the promoted product* of the trade promotion stored in the independent system operator database to determine an amount of money the manufacturer owes to the retailer for the trade promotion (see column 11, lines 20-67 – column 12, lines 1-40); and

facilitating the manufacturer's payment of the amount of money owed to the retailer for the trade promotion (see column 12, lines 10-40).

Jones does not expressly mention, “promoted product identification and payment term information”. However, lines 30-40 of column 12 teach that by crafting the promotion contract around performance goals evidenced by incremental sales volume increases, and having recourse to a valid third party audit of the performance achieved, both retailer and manufacturer have a clear and current factual record to use in resolving payment disputes. An audit, according to Jones, materially reduces the current cost for both retailers and manufacturers to track, collate, and transmit data on performance. As a result, a prompt and accurate settlement between the parties materially reduces the cost of resolving the disputes fostered by the current process.

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Therefore, it would be inherent that in order to track the performance that would help manufacturers determine how much money they owed to the retailers, they would have to know the products that are in promotion and the payment terms because these items are essential to make such determination.

As per claim 78, Jones teaches:

The method of Claim 77, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion (see columns 11-12).

As per claim 79, Jones teaches:

The method of Claim 77, which further includes the step of the independent system operator: enabling the retailer to change at least one of the terms of the trade promotion prior to the start of the trade promotion, capturing the changed terms of the trade promotion and storing the captured changed terms of the trade promotion in the independent system operator database (see column 12, lines 1-40).

As per claim 80, Jones teaches:

The method of Claim 79, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the stored terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion and to determine if the retailer changed any of the terms of the trade promotion (see columns 11-12).

As per claim 81, Jones teaches:

The method of Claim 77, which further includes the step of consolidating all of the promoted product POS data for a plurality of trade promotions of products from the manufacturer (see column 11-12).

As per claim 82, Jones teaches:

The method of Claim 77, which further includes the step of processing the consolidated promoted product POS data for a plurality of retailers for the manufacturer (see columns 11-12).

As per claim 83, Jones does not expressly teach the method of Claim 77, wherein the step of capturing terms of the trade promotion further includes capturing special payment terms. However, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that having special payment terms would be another trade promotion offered by retailers, which is similar to offering price reduction or free goods, and that this feature would be added to Jones.

As per claim 84, Jones teaches:

A method for enabling a retailer and a manufacturer involved in a plurality of trade promotions for a plurality of promoted products to independently verify terms of the trade promotions for the promoted products using an independent system, said method comprising the steps of:

capturing the terms of the trade promotions for the promoted products in an independent system which operates independently of the control of the retailer and the manufacturer, including retailer identification, manufacturer identification, trade promotion type, UPC Codes for the promoted products, payment values for the

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promoted products, and link codes for associated discounts if any of the trade promotions are electronic discount trade promotions (see column 5, lines 50-67 and columns 11-12);

storing the captured terms of the trade promotions in an independent system database (see columns 11-12); and

Jones does not expressly teach, “enabling the retailer and the manufacturer to access the independent system database to determine the stored terms of the trade promotions”. However, Jones teaches in lines 10-30 of column 12 that the audit system stores and documents the promotional performance on behalf of the retailer and that the retailer and the manufacturer have access to this information to support the settlement process. Therefore, it would be inherent that the audit system would store the promotional performance in its database, and that this database would be accessible to the retailer or manufacturer to help them in the settlement process.

As per claim 85, Jones teaches:

The method of Claim 84, wherein the step of the independent system enabling the retailer and manufacturer to access the database to determine the terms of the trade promotions includes enabling the retailer and manufacturer to access the independent system database through an internet (see column 6, lines 53-67 and columns 11-12).

As per claim 86, Jones teaches:

The method of Claim 84, which further includes the step of the independent system: enabling the retailer to change at least one of the captured terms of the trade

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promotions prior to the start of the trade promotions, capturing the changed terms of the trade promotions and storing the changed terms of the trade promotions in the independent system database (see column 12, lines 1-40).

As per claim 87, Jones teaches:

The method of Claim 86, which further includes the step of the independent system enabling the retailer and the manufacturer to access each of the terms of the trade promotions stored in the independent system database to independently verify each of the terms of the trade promotions and to determine if the retailer changed any of the terms of the trade promotions (see columns 11-12).

As per claim 88, Jones teaches:

A method for an independent system operator to administer a plurality of trade promotions for a plurality of promoted products involving a plurality of manufacturers and a retailer having a plurality of stores with in-store POS systems, said method comprising the steps of the independent system operator:

capturing terms of each of the trade promotions for each of the promoted products *at least including promoted product identifications and payment term information for said trade promotions (see column 4, lines 40-67; column 11, lines 20-67);*

storing the captured terms of each of the trade promotions in at least one independent system database (see column 11, lines 20-67 – column 12, lines 1-40);

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receiving *from the retailer* consolidated promoted product POS data including promoted product POS data for each of the promoted products from each of the in-store POS systems of the retailer (see column 12, lines 10-40);

processing the promoted product POS data the promoted products in accordance with the stored *payment term information* of the trade promotions in the independent system database for said promoted products to determine amounts of money the manufacturers owe to the retailer for the trade promotions (see column 4, lines 40-67; column 11, lines 20-67 – column 12, lines 1-40); and

facilitating the manufacturers' payments of the amounts of money owed to retailer for the trade promotions (see column 4, lines 60-67; column 12, lines 30-40).

Jones does not expressly mention, "promoted product identification and payment term information". However, lines 30-40 of column 12 teach that by crafting the promotion contract around performance goals evidenced by incremental sales volume increases, and having recourse to a valid third party audit of the performance achieved, both retailer and manufacturer have a clear and current factual record to use in resolving payment disputes. An audit, according to Jones, materially reduces the current cost for both retailers and manufacturers to track, collate, and transmit data on performance. As a result, a prompt and accurate settlement between the parties materially reduces the cost of resolving the disputes fostered by the current process. Therefore, it would be inherent that in order to track the performance that would help manufacturers determine how much money they owed to the retailers, they would have

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to know the products that are in promotion and the payment terms because these items are essential to make such determination.

As per claim 89, Jones teaches:

A method for an independent system operator to administer a plurality of trade promotions for a plurality of promoted products involving a plurality of manufacturers and a plurality of retailers where each retailer has a plurality of stores with in-store POS systems, said method comprising the steps of the independent system operator:

capturing terms of each of the trade promotions for each of the promoted products *at least including promoted product identifications and payment term information for said trade promotions (see column 11, lines 20-67 – column 12, lines 1-40)* ;

storing the terms of each of the trade promotions in at least one independent system database (see column 12, lines 10-40);

receiving *from the retailer* consolidated promoted product POS data for each of the promoted products from each of the in-store POS systems of the retailers (see column 12, lines 10-40);

processing the promoted product POS data for each of the promoted products in accordance with the stored *payment term information* of the trade promotions in the independent system database for said promoted products to determine amounts of money the manufacturers owe to the retailers for the trade promotions (see column 12, lines 10-40); and

facilitating the manufacturers payments of the amounts of money owed to the retailers for the trade promotions (see column 4, lines 60-67; column 12, lines 10-40).

Jones does not expressly mention, "promoted product identification and payment term information". However, lines 30-40 of column 12 teach that by crafting the promotion contract around performance goals evidenced by incremental sales volume increases, and having recourse to a valid third party audit of the performance achieved, both retailer and manufacturer have a clear and current factual record to use in resolving payment disputes. An audit, according to Jones, materially reduces the current cost for both retailers and manufacturers to track, collate, and transmit data on performance. As a result, a prompt and accurate settlement between the parties materially reduces the cost of resolving the disputes fostered by the current process. Therefore, it would be inherent that in order to track the performance that would help manufacturers determine how much money they owed to the retailers, they would have to know the products that are in promotion and the payment terms because these items are essential to make such determination.

As per claim 90, Jones teaches:

A method for an independent system operator to administer a trade promotion for a promoted product involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:



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capturing terms of the trade promotion for the promoted product *at least including promoted product identification and payment term information for said trade promotion* (see column 11, lines 20-67 – column 12, lines 1-40);

storing the captured terms of the trade promotion in an independent system operator database (see column 11, lines 20-67 – column 12, lines 1-40);

enabling the retailer and the manufacturer to access the terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion (see column 12, lines 10-40);

enabling the retailer to change at least one of the stored terms of the promotion prior to the start of the trade promotion, capturing any changed terms of the trade promotion and storing any changed terms of the trade promotion in the independent system operator database (see column 12, lines 10-40);

enabling the retailer and the manufacturer to access the stored terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion and to determine if the retailer changed the terms of the trade promotion (see column 11, lines 20-67 – column 12, lines 1-40);

receiving *from the retailer* promoted product POS data for the promoted product of the trade promotion from at least one in-store POS system of the retailer (see column 12, lines 10-40);

processing the promoted product POS-data in accordance with the stored *payment term information* of the trade promotion in the independent system operator

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database to determine an amount of money the manufacturer owes to the retailer for the trade promotion (see column 11, lines 20-67 – column 12, lines 1-40);

verifying that the promoted product POS data is within acceptable tolerances (see column 12, lines 10-40);

enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the amount of money the manufacturer owes to the retailer for the trade promotion (see column 12, lines 10-40); and

facilitating the manufacturer's payment of the amount of money owed to the retailer for the trade promotion (see column 12, lines 10-40).

Jones does not expressly mention, "promoted product identification and payment term information". However, lines 30-40 of column 12 teach that by crafting the promotion contract around performance goals evidenced by incremental sales volume increases, and having recourse to a valid third party audit of the performance achieved, both retailer and manufacturer have a clear and current factual record to use in resolving payment disputes. An audit, according to Jones, materially reduces the current cost for both retailers and manufacturers to track, collate, and transmit data on performance. As a result, a prompt and accurate settlement between the parties materially reduces the cost of resolving the disputes fostered by the current process. Therefore, it would be inherent that in order to track the performance that would help manufacturers determine how much money they owed to the retailers, they would have to know the products that are in promotion and the payment terms because these items are essential to make such determination.

As per claim 91, Jones teaches:

The method of Claim 90, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the number of the promoted products sold during the trade promotion (see column 12, lines 1-40).

As per claim 92, Jones teaches:

The method of Claim 90, wherein the retailer has a plurality of stores with in-store POS systems and the step of receiving the promoted product POS data includes receiving consolidated promoted product POS data from the plurality of stores (see column 6, lines 27-52 and columns 11-12).

As per claim 93, Jones teaches:

The method of Claim 92, wherein the step of receiving the promoted product POS data includes receiving consolidated promoted product POS data from a retailer network after the retailer network receives the promoted product POS data from the plurality of stores (see column 6, lines 27-52 and columns 11-12).

As per claim 94, Jones teaches:

The method of Claim 90, which includes the step of the independent system operator comparing the promoted product POS data for a period after the beginning of the trade promotion with product POS data for the promoted product for a period prior to the beginning of the trade promotion (see column 12, lines 1-40).

**(11) Response to Argument**

a) The Appellant argues that the Jones system does not receive product or promoted product POS data collected by the retailer. The Applicant further argues that Jones primarily relates to coupon and that Jones does not expressly, implicitly or inherently provide that its electronic audit system calculates the amount of money owed by the manufacturer to the retailer in accordance with contract terms of a trade promotion between a manufacturer and a retailer where such terms are captured and stored in an independent operation system database.

The Examiner answers that the Jones electronic audit system utilizes a passive collection of actual POS data by item and by transaction to establish a database of performance. By Jones tying the contract to performance, the electronic audit simplifies the settlement process and provides a clear record to both parties regarding the results of the event (see column 11, lines 40-67). Therefore, it would be inherent that the Jones electronic audit system would store and provide all the data necessary to determine and calculate the amount of money owed by the manufacturer to the retailer. And, lines 40-52 of column 11 teach that the manufacturer already performed this calculation, and that it is more easily performed by the Jones audit system.

b) The Appellant argues that, while Jones mentions the contract between the manufacturer and retailer for a trade promotion, it supposedly does not expressly or implicitly mention capturing the terms of the contract such as promoted product identification and payment term information between the manufacturer and retailer of the trade promotion, storing such captured terms in the electronic audit system or the

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electronic audit system using such stored terms of the contract between the manufacturer and the retailer to calculate the amount of money the manufacturer owes to the retailer for the trade promotion.

The Examiner answers that Jones does not expressly mention “promoted product identification and payment term information”. However, lines 30-40 of column 12 teach that by crafting the promotion contract around performance goals evidenced by incremental sales volume increases, and having recourse to a valid third party audit of the performance achieved, both retailer and manufacturer have a clear and current factual record to use in resolving payment disputes. An audit, according to Jones, materially reduces the current cost for both retailers and manufacturers to track, collate, and transmit data on performance. As a result, a prompt and accurate settlement between the parties materially reduces the cost of resolving the disputes fostered by the current process. Therefore, it would be inherent that in order to track the performance that would help manufacturers determine how much money they owed to the retailers, they would have to know the products that are in promotion and the payment terms because these items are essential to make such determination.

c) The Appellant argues that Jones does not expressly state or imply that the electronic audit system makes any calculations of what the manufacturer owes the retailer. Moreover, the Appellant argues that Jones does not expressly teach or implicitly provide that the electronic audit system would use the data on the promoted product and the captured and/or stored terms of the contract between the manufacturer

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and retailer to determine the amount of money the manufacturer owes the retailer for the trade promotion.

The Examiner answers that Jones teaches in lines 40-67 of column 11 that the manufacturer reviews the retailer purchase history and the retailer contractual performance measures, and pays a check to the retailer in accordance with the internal information supplied by the retailer. The Manufacturer engages the retailer finance/accounting personnel to resolve deductions, as required. The retailer receives payment from the manufacturer and has finance/accounting personnel resolve deductions as required. The electronic audit of the trade promotion process, according to the present application, utilizes the passive collection of actual POS data by item and by transaction to establish a database of performance. By tying the contract to performance, the electronic audit simplifies settlement and provides a clear record to both parties regarding the results of the event. Therefore, it would be inherent that the Jones audit system would help the manufacturer and the retailer in settling the amount of money that the manufacturer owes to the retailer, making it easier to make the calculation because the audit system stores all the transaction data correlated with the terms of the promotion contract.

d) The Appellant argues that the feature of storing the terms of the contract between the manufacturer and the retailer in the audit system is not present in Jones, but rather that Jones states that all POS transactions are monitored and recorded. The Appellant further argues that while Jones states that the manufacturer negotiates a contract with the retailer for the reduced prices or a rebate given to the satisfied retailer

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for performance, Jones does not expressly or implicitly state, and it is not inherently in Jones, that the terms of the contract including payment term information are captured or stored in the electronic audit system of Jones for use by the electronic audit system to calculate the amount of money that the manufacturer owes to the retailer for the product promotion.

The Examiner answers that Jones teaches in lines 60-67 of column 11 that the electronic audit of the trade promotion process utilizes the passive collection of actual POS data by item and by transaction to establish a database of performance. By tying the contract to performance, the electronic audit simplifies the settlement process and provides a clear record of the results of the event, to both parties. Therefore, it would be inherent that Jones would store the terms of the contract because that is the way the Jones system would know which parameters it needs to settle the money owed between the manufacturer and the retailer. If the Jones audit system did not know the terms of the contract it would not be able to monitor the pertinent features related to the contract in order to reach a settlement between the parties.

e) The Appellant argues that the Jones system also fails to solve the problem that manufacturer and retailers do not trust or have faith in each other in calculating deductions or in handling payments. According to the Appellant, the Jones system merely provides data to the manufacturer and retailer who then make the appropriate calculations. The Appellant also argues that his present application provides the manufacturer and the retailer with an effective, reliable and trustworthy system operated

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by a third party for determining the amount of money the manufacturer owes the retailer for each trade promotion.

The Examiner answers that the purpose of the Jones audit system is to simplify the settlement process and to provide a clear record of the results of the event to both parties (see column 11, lines 60-67). Therefore, it would be inherent that the Jones audit system would provide manufacturers and retailers with an effective and trustworthy system for determining the amount of money that the manufacturer owes to the retailer.

f) The Appellant argues that Jones does not disclose a method wherein the terms of the promotions are captured and stored in an independent system database, wherein the retailer and the manufacturer can access the independent system database to determine the terms of the trade promotion that have been stored.

The Examiner answers that Jones teaches in lines 10-30 of column 12 that the audit system stores and documents the promotional performance on behalf of the retailer and that the retailer and the manufacturer have access to this information to support the settlement process. Therefore, it would be inherent that the Jones audit system would store the promotional performance in its database, and that this database would be accessible to the retailer or the manufacturer to assist them in the settlement process.

g) The Appellant argues that Jones does not disclose, teach or suggest at least the following additional elements of Claim 30:



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- providing the retailer and manufacturer access to the independent system operator database to independently verify the terms of the trade promotions;
- storing the amount of money the manufacturer owes the retailer in the independent system operator database; and
- providing the retailer and manufacturer access to the independent system operator database during the conduct of the trade promotion to determine the amount of money the manufacturer owes the retailer for the trade promotion.

According to the Appellant, Jones does not expressly mention and it is not inherent in Jones: (a) that both the retailer and the manufacturer can have access to the independent system operator database; or (b) that the database stores the amount of money the manufacturer owes the retailer.

The Examiner answers that he addressed those issues in response to the applicant's arguments in paragraphs (b) and (f) above.

h) The Appellant argues that Jones does not disclose, teach or suggest at least the following element of Claim 33:

- enabling the retailer and the manufacturer to access the electronic database of the independent system to determine the stored terms of the trade promotions.
- Nowhere does Jones teach providing both the retailer and the manufacturer access to the independent system operator database to access the stored terms of the trade promotion. Accordingly to the Appellant, Jones does not disclose, teach or suggest the invention of Claim 33.

The Examiner answers that he addressed those issues in response to the applicant's arguments in paragraphs (b) and (f) above.

i) The Appellant argues that Jones does not disclose, teach or suggest at least the following additional element of Claim 37:

- a manufacturer system in communication with the independent system.

According to the Appellant, Jones does not disclose, teach or suggest the manufacturer system in communication with the independent system.

The Examiner answers that Jones teaches a "manufacturer system in communication with the independent system (see column 6, lines 22-26).

j) The Appellant argues that Claims 47, 88 and 89 include an additional element which are not anticipated by Jones and which the Examiner did not address. More specifically, that Jones supposedly does not disclose, teach or suggest the following element in Claims 47, 88 and 89: "receiving from the retailer promoted product POS data".

The Examiner answers that Jones teaches "receiving from the retailer promoted product POS data" (see column 6, lines 30-35).

k) The Appellant argues that Independent Claim 68 includes an additional element which is not anticipated by Jones and which the Examiner did not address. According to the Appellant, Jones does not disclose, teach or suggest means for the independent system operator to pay the retailer the amount of money determined by the independent system operator to be owed to the retailer by the manufacturer for the trade promotion.

The Examiner answers that he addressed those issues in response to the applicant's arguments in paragraphs (b), (c) and (f) above.

l) The Appellant argues that Independent Claim 74 includes elements which are not anticipated by Jones and which the Examiner did not address. More specifically, that Jones supposedly does not disclose, teach or suggest at least the following additional elements of Claim 74:

- providing the retailer and manufacturer access to the independent system operator database to independently verify the terms of the trade promotions;
- storing the amount of money the manufacturer owes the retailer in the independent system operator database; and
- providing the retailer and manufacturer access to the independent system operator database during the conduct of the trade promotion to determine the amount of money the manufacturer owes the retailer for the trade promotion.

According to the Appellant, nowhere does Jones provide for: (a) both the retailer and manufacturer having access to the independent system to provide the above described functions; or (b) storing the amount of money the manufacturer owes the retailer in the independent system.

The Examiner answers that he addressed those issues in response to the applicant's arguments in paragraphs (b), (c) and (f) above.

m) The Appellant argues that Independent Claim 77 includes an additional element which is not anticipated by Jones and which the Examiner did not address.

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More specifically, that Jones supposedly does not disclose, teach or suggest at least the following additional element of Claim 77:

- capturing terms of the trade promotion including an identification of the retailer, an identification of the manufacturer, a trade promotion type, a UPC Code for the promoted product, a payment value for the promoted product, and link codes for associated discounts if the trade promotion is an electronic discount trade promotion;

The Examiner answers that as per claim 77, Jones teaches:

capturing terms of the trade promotion including an identification of the retailer, an identification of the manufacturer, a trade promotion type, a UPC Code for the promoted product, a payment value for the promoted product, and link codes for associated discounts if the trade promotion is an electronic discount trade promotion (see column 5, lines 51-64 and column 12, lines 1-40);

n) The Appellant argues that Independent Claim 84 includes elements which are not anticipated by Jones and which the Examiner did not address. The Appellant specifically argues that Jones does not disclose, teach or suggest at least the following additional element:

- capturing the terms of the trade promotions for the promoted products in an independent system which operates independently of the control of the retailer and the manufacturer, including retailer identification, manufacturer identification, trade promotion type, UPC Codes for the promoted products, payment values for the promoted products, and link codes for associated discounts if any of the trade promotions are electronic discount trade promotions.

The Examiner answers that as per claim 84, Jones teaches:

capturing the terms of the trade promotions for the promoted products in an independent system which operates independently of the control of the retailer and the manufacturer, including retailer identification, manufacturer identification, trade promotion type, UPC Codes for the promoted products, payment values for the promoted products, and link codes for associated discounts if any of the trade promotions are electronic discount trade promotions (see column 5, lines 50-67 and columns 11-12);

o) The Appellant argues that Claim 90 includes additional elements which are not anticipated by Jones and which the Examiner did not address. More specifically, that Jones does not disclose, teach or suggest at least the following additional elements of Claim 90:

- enabling the retailer and the manufacturer to access the terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion;

- enabling the retailer to change at least one of the stored terms of the promotion prior to the start of the trade promotion, capturing any changed terms of the trade promotion and storing any changed terms of the trade promotion in the independent system operator database;

- enabling the retailer and the manufacturer to access the stored terms of the trade promotion stored in the independent system operator database to independently

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verify the terms of the trade promotion and to determine if the retailer changed the terms of the trade promotion; and

- enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the amount of money the manufacturer owes to the retailer for the trade promotion.

According to the Appellant, Jones does not expressly mention and it is not inherent in Jones: (a) that both the retailer and the manufacturer can have access to the independent system to perform the above described functions; or (b) that the retailer is able to change the stored terms in the independent database.

The Examiner answers that he addressed those issues in response to the applicant's arguments in paragraphs (b), (c), (f) above and in section 10, rejection of claim 90.

For the above reasons, the rejections should be sustained.

Respectfully submitted,

D.L.

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